

Carla J. Snyder, MSL

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Professional Summary

Sales and Fundraising Executive with a Masters Degree in Leadership

Comfortable and effective in both non-profit and for profit environments. Proven track record in the acquisition of resources for both community and corporate ventures. Persuasive national speaker. Motivated to develop new strategies and skilled in the wide range of essential ingredients for effective leadership. Known for building win-win leadership/management solutions with demonstrated positive financial results.

Specialties: Sales, Sales Management, Relationship Development, Public Speaking, Non-profit Leadership

Work History

Director, Corporate and Community Partnerships, Valley of the Sun United Way

May 2011 – Present

~ Drive new business through strategic planning, consultative sales skills, interdepartmental collaboration and creating transformational engagement experiences.

~ Build strong, strategic, and critical relationships with corporate leaders, board members, steering committee of Women's United and select agencies.

~ Public speaking including delivering three presentations to national/international audiences of United Way Worldwide garnering highest speaker ratings.

~ Conduct corporate donor campaigns, including the Strategic 25, requiring managerial skill in planning, executive interface, community visibility and data interpretation.

~ Managed all aspects of the Loaned Executive program including recruiting, hiring, training and coaching until Spring 2017.

~ Designed and delivered all external training for Speaker's Bureau and Employee Campaign Managers.

Adjunct Professor, Maricopa Community Colleges

August 2015 –December 2016

~ Taught management and supervision classes for healthcare professionals.

Loaned Executive, Valley of the Sun United Way

May 2011 – June 2012

~ In addition to all campaign related activities, assisted in the hiring and training of personnel and the web creation process.

~ Served as Chair of the Loaned Executive Alumni Association.

Development Director, March of Dimes

January 2010 – May 2011

~ Attended 59 networking events in 18 months to increase March of Dimes visibility and develop relationships with corporations and individuals throughout the Phoenix Area.

~ Increased financial contributions through donations and sponsorships.

~ Attracted new volunteer leaders to the organization.

Chief Consulting Officer, Power N 1

January 2008 – May 2011

~ Developed the sales, communications and marketing skills of individuals and teams through guided learning processes tailored to the unique needs of each organization.

~ Assisted individuals, through career coaching, to land their next best opportunity. Utilized my extensive local and national network in these efforts.

Sponsored Loaned Executive, Valley of the Sun United Way

August 2009 – November 2009, August 2008 – November 2008

~ Responsible for 55+ corporations in the high tech/manufacturing arena; coordinated all aspects of their campaigns to raise funds, advocacy, volunteerism and awareness. Partnered with HR, C- Suite and functional leaders to execute fundraising drives. Delivered presentations, led meetings and always asked for support for United Way.

Vice President, Lee Hecht Harrison

January 2002 – November 2007

- ~ Built and led project teams for major corporate implementations that included assessments, leadership development, team building and executive coaching.
- ~ Acting General Manager for 18 months responsible for P&L, talent management, etc.
- ~ Achieved revenue goals each year and won award trips.
- ~ Significant revenue generation required hiring 6 executive coaches to manage work.
- ~ Created, sold and implemented new models of managerial coaching and on-boarding which were new revenue streams for the company.

Senior Account Executive, Achieve Global

December 1985 – December 2001

- ~ Built territory revenues from zero to over \$10M.
- ~ Created the first local territory for Achieve Global in the southwest. Responsible for business plan development, sales, implementations and achieving revenue targets.
- ~ Advised senior executives on how to hire, train and coach sales teams to success.
- ~ Managed teams of resources including writers, editors, trainers, coaches, support staff and customer leadership teams for multiple projects in a variety of industries.

Education:

Master of Science in Leadership, 2013, 4.0 GPA, Grand Canyon University

Bachelor of Science in Political Science, Arizona State University